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BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Foundation Diploma in Marketing Pearson BTEC International Level 3 Diploma in Marketing Pearson BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 14: Digital Analytics**
Learning aim(s)	**B** Develop a plan for digital analytics using a variety of sources including market research, digital information, media, channels, and devices
Assignment title	**Digital analytics planning**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Having determined that there would be demand for digital analytics services in the agency your employer wants you to develop a plan to implement digital analytics for a chosen business.

Task	As a digital marketing agency, you deal with a wide range of clients in different industries and so the choice of business to develop a plan for will be up to you. Once the business has been selected you should develop a digital analytics plan for that business. In this plan you should: • Assess the differences between a variety of digital information sources, including different media and channels, and choose appropriately for the selected business • Choose between paid, earned, and owned media or a mix of all three justifying your choice for the selected business • Discuss any market research that should be undertaken by the selected business as part of the plan
Checklist of evidence required	• Digital analytics plan • Associated materials

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Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
14/B.D2	Produce a comprehensive plan, with well-developed reasoning, discussing the sources of data and information that can be analysed for a selected business
14/B.M2	Produce a detailed plan giving, with reasons, the sources of data that could be collected for a selected business
14/B.P3	Produce a basic plan describing the sources of data that can be collected for a business
Sources of information to support you with this Assignment	Digital Marketing and Analytics Blogs https://www.singlegrain.com/blog-posts/analytics/why-digital-marketing-analytics-matter/ https://www.demandjump.com/blog/why-is-digital-marketing-analytics-important https://www.lyfemarketing.com/blog/digital-marketing-analytics/ Digital analytics glossary https://www.atinternet.com/en/glossary/ Digital marketing magazine http://digitalmarketingmagazine.co.uk/
Other assessment materials attached to this Assignment Brief	*None*

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